

Message Text

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ACTION NEA-05

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R 111010Z MAY 74

FM USINT BAGHDAD

TO USDOC WASHDC

AMEMBASSY BEIRUT

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BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, IZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR IRAQ: NEED FOR
COMMERCIAL OFFICER

REF: BAGHDAD 210; 251

FOR DIBA/OIM/NESA FROM MARKET RESEARCH OFFICER (MRO) KILLOUGH

SUMMARY: IN THREE AIRGRAMS NOW ENROUTE FROM BAGHDAD, USINT
RECOMMENDS EXPORT EXPANSION STRATEGY FOR FY 74-75-76; TRANSMITS
TRADE OUTLOOK ARTICLE ON IRAQ; AND DESCRIBES FORTHCOMING BAGHDAD
INTERNATIONAL FAIR. ACTION RECOMMENDED: COMMERCE LEND ALL OUT
SUPPORT TO USINT'S PROPOSALS ESPECIALLY FOR ASAP ASSIGNMENT OF
FULLTIME COMMERCIAL OFFICER TO BAGHDAD. COMMERCE AND RTDO BEIRUT
INFORM US COMPANIES ABOUT BAGHDAD FAIR. END SUMMARY

1. THREE IMPORTANT AIRGRAMS ARE NOW ENROUTE FROM USINT
BAGHDAD. A-27 PROPOSES COUNTRY COMMERCIAL PROGRAM (CCP) FOR
IRAQ INCLUDING PUBLICATION BY COMMERCE IN AUGUST 1974 OF AN OBR
ON "MARKETING IN IRAQ." A-26 IS A VOLUNTARY TRADE OUTLOOK ARTICLE
BY USINT PRINCIPAL OFFICER LOWRIE. A-28 DESCRIBES ANNUAL BAGHDAD
INTERNATIONAL TRADE FAIR.

2. ON BASIS MRO'S JUST COMPLETED EIGHT DAY TDY IN BAGHDAD,
INCLUDING INTENSIVE DISCUSSION WITH USINT OFFICERS AND SELECTIVE
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CONTACTS WITH IRAQI GOVERNMENT, INDUSTRIAL AND TRADE PERSONALITIES,

IT IS CLEAR THAT CURRENT 3 - 5 PERCENT US SHARE OF IRAQI MARKET CAN AND SHOULD BE EXPANDED. EVEN A 10 PERCENT MARKET SHARE COULD MEAN 600 MILLION DOLLARS IN ANNUAL US EXPORTS BY 1976. BIGGEST IMMEDIATE CHALLENGE IS SIMPLY TO MAKE U.S. BUSINESS COMMUNITY AWARE OF EXISTENCE OF IRAQI MARKET AND OF RECENT GOI DECISIONS WHICH FACILITATE GREATER U.S. MARKET PENETRATION.

3. ACTION RECOMMENDED:

(A) MRO URGES COMMERCE GIVE MAXIMUM SUPPORT TO USINT'S DETAILED PROPOSALS IN AIRGRAMS LISTED PARA ONE ABOVE. COMMERCE'S MOST URGENT PRIORITY IS TO LEND STRENGTH TO USINT'S REQUEST FOR ASSIGNMENT FULL TIME COMMERCIAL OFFICER ASAP (REFTELS). IN MRO'S OPINION SUCH AN OFFICER COULD EXPAND EXPORT OPPORTUNITY REPORTING AND EARLY WARNINGS ON MAJOR PROJECTS TO AVERAGE MINIMUM OF 2 MILLION DOLLARS PER WORKING DAY. SECOND TASK IS TO ARRANGE EARLY PUBLICATION OF TRADE OUTLOOK ARTICLE IN COMMERCE TODAY--I.E. BY NO LATER THAN END OF JUNE 1974. THIRD IMMEDIATE REQUEST IS TO ADJUST PUBLICATION PROGRAM OF NESA OBRS TO PERMIT RELEASE IN AUGUST 1974 OF "MARKETING IN IRAQ" POSTPONING SCHEDULED OBR ON SAUDI ARABIA UNTIL DECEMBER 1974. MRO WOULD DRAFT IRAQ OBR UPON RETURN TO WASHINGTON. FORTH REQUEST IS FOR USDOC AND TRDO BEIRUT, UPON RECEIPT OF A-28, TO DISSEMINATE INFORMATION ON BAGHDAD INTERNATIONAL FAIR (OCTOBER 12, 1974) TO INTERESTED AMERICAN MANUFACTURERS. BELIEVE JONATHAN STECKEL OF SYSTEMS TECHNOLOGY CORPORATION IN BEIRUT (REPRESENTING NUMBER OF U.S. MANUFACTURERS OF DATA PROCESSING AND COMPUTER EQUIPMENT) WOULD BE PARTICULARLY INTERESTED APPLYING TO EXHIBIT. MRO WILLING DISCUSS BAGHDAD FAIR WITH EMBASSY AND US BUSINESSMEN IN BEIRUT DURING SCHEDULED TDY EARLY JUNE 1974. LOWRIE

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